

### Thinking out of the Box!

Deborah Newberger, President and CEO of Dana Mills in Buffalo Grove, Illinois knows how to generate a return on her investment in targeted international markets by participating in U.S. Department of Commerce sample booths, managed by the Office of Textiles and Apparel at shows in the Middle East. The Office of Textiles and Apparel works in tandem with the Commercial Service office in Dubai and specifically with the support of International Trade Specialist for textiles, Ms. Anne de Souza.

Cognizant of the building boom in the GCC (Gulf Cooperation Council) countries as well as the other countries of the Middle East, and yet strapped for time with her own business, Ms. Newberger began to exhibit her fabrics for FR sheers and FR printed Blackouts in the U.S. Department of Commerce sample booths at both the Index and Hotel shows staged in Dubai, UAE. With just three sample booth exhibitions or roughly an investment of two thousand dollars for three shows, Ms. Newberger's company, Dana Mills, attracted buyers from all over the Middle East and has now recorded sales of more than \$80,000.

Ms. Newberger stated, "I am a firm believer in the value of exporting for the benefit of our company's bottom line. The U.S. Department of Commerce sample booths at these shows have provided a market presence and market penetration for our company that could not have been achieved had we not participated. This is a successful, yet, cost-effective way to enter new markets, established both business and personal contacts, and yield commercial benefits for all parties."